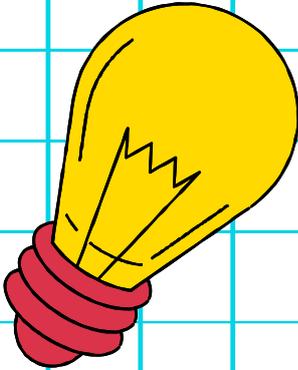


THE E-LEARNING BUYER'S GUIDE

What you are going to find here

In this guide, you'll find a **series of aspects** that any buyer of translation services for eLearning should bear in mind to choose the localization services that best suit their needs.



What can I do if I have questions?

At Australis, we value your concerns; we can thus support you at all times and resolve your doubts via the following e-mail address:

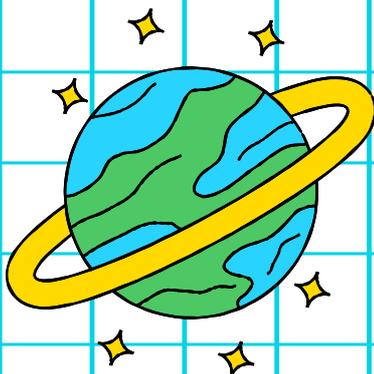
production@australis-localization.com



Who produced this guide?

Australis' team of translation specialists for educational organizations and teaching professionals put together this guide based on their more than 10 years of experience.

Let's get started!



FIRST, DOES YOUR COURSE FEATURE VIDEOS WITH SPOKEN CONTENT? IF SO, YOU MIGHT NEED TO CHOOSE BETWEEN VOICEOVER OR SUBTITLES.

Voiceover – Replacing your original voices with recordings in another language

Adding a voiceover track **increases the audience's engagement** and makes the narration easier to follow.

That being said, Voiceover does have a substantial **cost** and, if you are on a tight budget, Subtitling could be a solution that works for you.

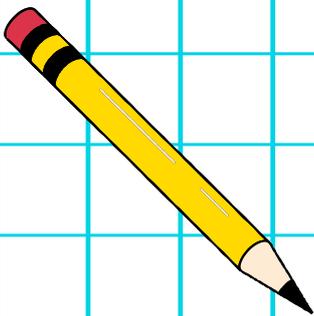


Subtitles – Keeping your voices in your original language and adding translated captions

There are good reasons to consider adding subtitles to your eLearning course.

As discussed earlier, this is a **more affordable substitute to doing a full voiceover.**

Another reason is for **accessibility for the hearing impaired.** This is way, you may want to consider adding subtitles even when doing voiceover, and **adding them** to the original audio track as well.



NEXT, DOES YOUR COURSE USE IMAGES? SHOULD THEY BE TRANSLATED?

01

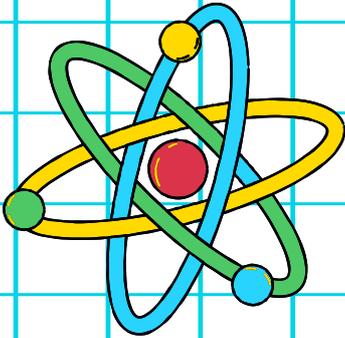
eLearning courses may often **have images with non-editable text on them.**

Examples of this are infographics, diagrams and drawings.



02

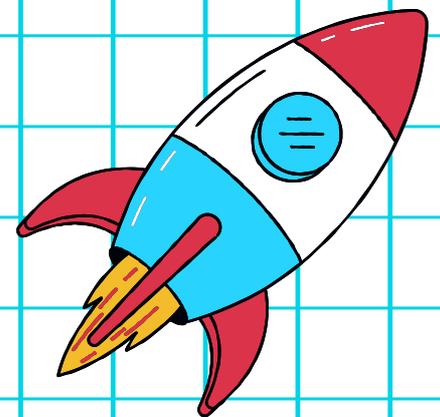
If that is the case, then you will need to determine if these images **need to be translated** or if you can leave them in their original language.



03

If you find that your images have important content that needs to be read and understood by the readers, **then translating the images is the way to go.**

Of course, editing images requires a bigger effort than editing plain text so it does increase the translation cost, but on the other hand, you can rest assured that **your localized course will be as effective as your original.**

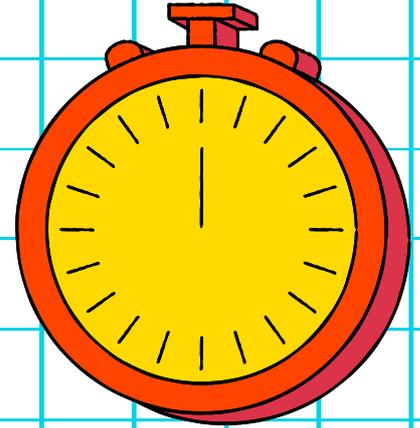


LAST BUT NOT LEAST, HAVE YOU DEFINED YOUR **PUBLISHING SPECIFICATIONS**?

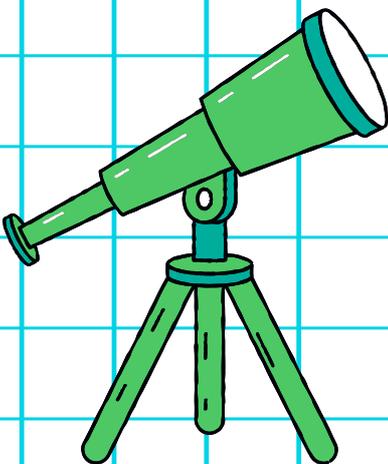
Watch out for this!

It is important to have **clear publishing specifications** for your courses from Day 1. For example, compliance with SCORM (and what version to use), what students are able and not able to do regarding navigation, the use of HTML5, etc.

Please be as specific as possible since **this will have a direct impact on the final product.**



THAT'S ALL FOR THE MOMENT!



We hope that you have enjoyed this short guide and that it helps you in your first steps towards translating your **eLearning courses.**

If you have any questions for us, or want us to provide you with a free quote, please send us an email at **production@australis-localization.com.**